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19. The system as claimed in claim 18, and wherein the patient entity can have a relationship with a single account entity, and the account entity can have a relationship with a single patient entity.
 20. The system as claimed in claim 18, and wherein the patient entity can have a relationship with multiple prescription entities, and the prescription entity can have a relationship with a single patient entity.
 21. The system as claimed in claim 18, and wherein the patient entity can have a relationship with a single pharmacy entity, and the pharmacy entity can have a relationship with multiple patient entities.
 22. The system as claimed in claim 18, and wherein the pharmacist entity can have a relationship with a single pharmacy entity, and the pharmacy entity can have a relationship with multiple pharmacist entities.
 23. The system as claimed in claim 18, and wherein the prescription entity can have a relationship with a single physician entity, and the physician entity can have a relationship with multiple prescription entities.
 24. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to an educational module entity.
 25. The system as claimed in claim 24, and wherein the patient entity can have a relationship with multiple educational module entities, and the educational module entity can have a relationship with multiple patient entities.
 26. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a disease entity.
 27. The system as claimed in claim 26, and wherein the patient entity can have a relationship with multiple disease entities, and the disease entity can have a relationship with multiple patient entities.

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28. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a recommended product entity;

29. The system as claimed in claim 28, and wherein the patient entity can have a relationship with multiple recommended product entities, and the recommended product entity can have a relationship with multiple patient entities.

30. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a request/response entity.

31. The system as claimed in claim 30, and wherein the patient entity can have a relationship with multiple request/response entities, and the request/response entity can have a relationship with a single patient entity.

32. The system as claimed in claim 18, the system further comprising a pharmacist entity relationally linked to a request/response entity;

33. The system as claimed in claim 32, and wherein the pharmacist entity can have a relationship with multiple request/response entities, and the request/response entity can have a relationship with a single pharmacist entity.

34. The system as claimed in claim 18, the system further comprising a request/response entity relationally linked to a request type entity.

35. The system as claimed in claim 34, and wherein the request/response entity can have a relationship with a single request type entity, and the request type entity can have a relationship with multiple request/response entities.

36. The system as claimed in claim 18, the system further comprising a prescription entity relationally linked to a drug entity.

37. The system as claimed in claim 36, and wherein the prescription entity can have a relationship with a single drug entity, and the drug entity can have a relationship with multiple prescription entities.

38. The system as claimed in claim 18, the system further comprising a prescription entity relationally linked to a refill order entity.

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39. The system as claimed in claim 38, and wherein the prescription entity can have a relationship with multiple refill order entities, and the refill order entity can have a relationship with a single prescription entity.

40. The system as claimed in claim 18, the system further comprising a drug entity relationally linked to an educational module entity.

41. The system as claimed in claim 40, and wherein the drug entity can have a relationship with multiple educational module entities, and the educational module entity can have a relationship with multiple drug entities.

42. The system as claimed in claim 18, the system further comprising an educational module entity relationally linked to a disease entity.

43. The system as claimed in claim 42, and wherein the educational module entity can have a relationship with multiple disease entities, and the disease entity can have a relationship with multiple educational module entities.

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44. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exist between multiple entities and wherein an originating entity can be related to one or more instances of a terminating entity, the data model comprising:

- a patient entity relationally linked to an account entity;
- a patient entity relationally linked to a prescription entity;
- a patient entity relationally linked to a pharmacy entity;
- a pharmacist entity relationally linked to a pharmacy entity;
- a prescription entity relationally linked to a physician entity;
- a patient entity relationally linked to a recommended product entity;
- a patient entity relationally linked to a request/response entity;
- a pharmacist entity relationally linked to a request/response entity;
- a request/response entity relationally linked to a request type entity;

and

- a prescription entity relationally linked to a refill order entity;

45. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exist between multiple entities and wherein an originating entity can be related to one or more instances of a terminating entity, the data model comprising:

- a patient entity relationally linked to an account entity;
- a patient entity relationally linked to a prescription entity;
- a patient entity relationally linked to a pharmacy entity;
- a pharmacist entity relationally linked to a pharmacy entity;
- a prescription entity relationally linked to a physician entity;
- a patient entity relationally linked to an educational module entity;
- a patient entity relationally linked to a disease entity;
- a prescription entity relationally linked to a drug entity;
- a drug entity relationally linked to an educational module entity; and
- an educational module entity relationally linked to a disease entity.

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46. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exists between multiple entities and wherein an originating entity can be related to one or more instances of a terminating entity, the data model comprising:

- a patient entity relationally linked to an account entity;
- a patient entity relationally linked to an educational module entity;
- a patient entity relationally linked to a disease entity;
- a patient entity relationally linked to a prescription entity;
- a patient entity relationally linked to a pharmacy entity;
- a patient entity relationally linked to a recommended product entity;
- a patient entity relationally linked to a request/response entity;
- a pharmacist entity relationally linked to a pharmacy entity;
- a pharmacist entity relationally linked to a request/response entity;
- a request/response entity relationally linked to a request type entity;
- a prescription entity relationally linked to a drug entity;
- a prescription entity relationally linked to a refill order entity;
- a prescription entity relationally linked to a physician entity;
- a drug entity relationally linked to an educational module entity; and
- an educational module entity relationally linked to a disease entity.

47. A customer-centered pharmaceutical product and information distribution system comprising:

- a customer terminal coupled to a network;
 - a pharmacy terminal coupled to the network;
 - a third terminal selected from the group of an insurance provider terminal, a fiscally responsible party terminal, a physician terminal, a government agency terminal, a drug manufacturer terminal, and a flexible benefits operator terminal, the third terminal coupled to the network;
 - a server coupled to the network, the server having a site; and
- wherein the customer can access the site and perform at least one of the functions from the group of a maintain account function, a check refill status function, a view profile information function, a request information and view responses function, a request/order recommended products function, and a order refills function.

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48. The system as claimed in claim 102, and wherein the customer accesses the site by entering a username and a password.
 49. The system as claimed in claim 102, and wherein the customer can view a security policy of the site and a description of the benefits of using the site without accessing the site.
 50. The system as claimed in claim 102, and wherein a hit counter is incremented when the customer accesses the site.
 51. The system as claimed in claim 102, and wherein the customer can modify any of the information currently listed in their account profile including their email address and password when the customer performs the maintain account function.
 52. The system as claimed in claim 102, and wherein the customer can check if their physician authorized refills that require approval by their physician before the customer can pick the refills up at the pharmacy when the customer performs the check refill status function.
 53. The system as claim in claim 102, and wherein the customer can view any of the information currently listed in their account profile including at least one of the group including conditions the customer has, allergies the customer has, recommendations made to the customer by their pharmacist, prescription profiles, and educational content recommended to the customer by their pharmacist when the customer performs the view profile information function.
 54. The system as claimed in claim 108, and wherein the customer can view details of a prescription that may treat the conditions and allergies the customer has.
 55. The system as claimed in claim 108, and wherein the customer can view any products recommended by their pharmacist when the customer views the recommendations made to the customer by their pharmacist.

56. The system as claimed in claim 110, and wherein the customer can choose to pick up at least one of the any products from the pharmacy and then submit the request for the pick up when the customer performs the request/order recommended products function.

57. The system as claimed in claim 110, and wherein the customer can choose to buy at least one of the any products on-line and have the at least one of the any products delivered when the customer performs the request/order recommended products function.

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58. The system as claimed in claim 108, and wherein the customer can correctly answer a question about the educational content recommended by their pharmacist without viewing educational material.

59. The system as claimed in claim 113, and wherein the customer views the educational material if the customer does not answer the question correctly.

60. The system as claimed in claim 108, and wherein the customer's pharmacist recommends educational content to educate the customer on prescription drugs or treatments prescribed to the customer.

61. The system as claimed in claim 102, and wherein the customer can communicate with their pharmacist via the network when the customer performs the request information and view responses function.

62. The system as claimed in claim 116, and wherein the customer can view responses from their pharmacist.

63. The system as claimed in claim 116, and wherein the customer can submit new questions to their pharmacist.

64. The system as claimed in claim 102, and wherein the customer can order refills of their prescriptions using the site when the customer performs the order refills function.

65. The system as claimed in claim 119, and wherein the customer can specify a date and time for pickup of the refill from a pharmacy.

18. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exist between multiple entities and wherein an 5 originating entity can be related to one or more instances of a terminating entity, the data model comprising:
- 10 a patient entity relationally linked to an account entity;
 a patient entity relationally linked to a prescription entity;
 a patient entity relationally linked to a pharmacy entity;
 a pharmacist entity relationally linked to a pharmacy entity; and
 a prescription entity relationally linked to a physician entity;
19. The system as claimed in claim 18, and wherein the patient entity can have a relationship with a single account entity, and the account entity can have a relationship 15 with a single patient entity.
20. The system as claimed in claim 18, and wherein the patient entity can have a relationship with multiple prescription entities, and the prescription entity can have a relationship with a single patient entity.
21. The system as claimed in claim 18, and wherein the patient entity can have a relationship with a single pharmacy entity, and the pharmacy entity can have a relationship with multiple patient entities.
- 25 22. The system as claimed in claim 18, and wherein the pharmacist entity can have a relationship with a single pharmacy entity, and the pharmacy entity can have a relationship with multiple pharmacist entities.
- 30 23. The system as claimed in claim 18, and wherein the prescription entity can have a relationship with a single physician entity, and the physician entity can have a relationship with multiple prescription entities.
24. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to an educational module entity.

25. The system as claimed in claim 24, and wherein the patient entity can have a relationship with multiple educational module entities, and the educational module entity
5 can have a relationship with multiple patient entities.
26. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a disease entity.
- 10 27. The system as claimed in claim 26, and wherein the patient entity can have a relationship with multiple disease entities, and the disease entity can have a relationship with multiple patient entities.
- 15 28. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a recommended product entity;
29. The system as claimed in claim 28, and wherein the patient entity can have a relationship with multiple recommended product entities, and the recommended product entity can have a relationship with multiple patient entities.
- 20 30. The system as claimed in claim 18, the system further comprising a patient entity relationally linked to a request/response entity.
- 25 31. The system as claimed in claim 30, and wherein the patient entity can have a relationship with multiple request/response entities, and the request/response entity can have a relationship with a single patient entity.
32. The system as claimed in claim 18, the system further comprising a pharmacist entity relationally linked to a request/response entity;
- 30 33. The system as claimed in claim 32, and wherein the pharmacist entity can have a relationship with multiple request/response entities, and the request/response entity can have a relationship with a single pharmacist entity.

34. The system as claimed in claim 18, the system further comprising a request/response entity relationally linked to a request type entity.
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35. The system as claimed in claim 34, and wherein the request/response entity can have a relationship with a single request type entity, and the request type entity can have a relationship with multiple request/response entities.
- 10 36. The system as claimed in claim 18, the system further comprising a prescription entity relationally linked to a drug entity.
37. The system as claimed in claim 36, and wherein the prescription entity can have a relationship with a single drug entity, and the drug entity can have a relationship with multiple prescription entities.
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38. The system as claimed in claim 18, the system further comprising a prescription entity relationally linked to a refill order entity.
- 20 39. The system as claimed in claim 38, and wherein the prescription entity can have a relationship with multiple refill order entities, and the refill order entity can have a relationship with a single prescription entity.
40. The system as claimed in claim 18, the system further comprising a drug entity relationally linked to an educational module entity.
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41. The system as claimed in claim 40, and wherein the drug entity can have a relationship with multiple educational module entities, and the educational module entity can have a relationship with multiple drug entities.
- 30
42. The system as claimed in claim 18, the system further comprising an educational module entity relationally linked to a disease entity.

43. The system as claimed in claim 42, and wherein the educational module entity can have a relationship with multiple disease entities, and the disease entity can have a
5 relationship with multiple educational module entities.

44. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exist between multiple entities and wherein an originating entity can be related to one or more instances of a terminating entity, the data
10 model comprising:

- a patient entity relationally linked to an account entity;
 - a patient entity relationally linked to a prescription entity;
 - a patient entity relationally linked to a pharmacy entity;
 - a pharmacist entity relationally linked to a pharmacy entity;
 - 15 a prescription entity relationally linked to a physician entity;
 - a patient entity relationally linked to a recommended product entity;
 - a patient entity relationally linked to a request/response entity;
 - a pharmacist entity relationally linked to a request/response entity;
 - a request/response entity relationally linked to a request type entity;
- 20 and
- a prescription entity relationally linked to a refill order entity;

45. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exist between multiple entities and wherein an
25 originating entity can be related to one or more instances of a terminating entity, the data model comprising:

- a patient entity relationally linked to an account entity;
- a patient entity relationally linked to a prescription entity;
- a patient entity relationally linked to a pharmacy entity;
- 30 a pharmacist entity relationally linked to a pharmacy entity;
- a prescription entity relationally linked to a physician entity;
- a patient entity relationally linked to an educational module entity;
- a patient entity relationally linked to a disease entity;
- a prescription entity relationally linked to a drug entity;

a drug entity relationally linked to an educational module entity; and
an educational module entity relationally linked to a disease entity.

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46. A customer-centered pharmaceutical product and information distribution system based on a data model where relationships exists between multiple entities and wherein an originating entity can be related to one or more instances of a terminating entity, the data model comprising:

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a patient entity relationally linked to an account entity;
a patient entity relationally linked to an educational module entity;
a patient entity relationally linked to a disease entity;
a patient entity relationally linked to a prescription entity;
a patient entity relationally linked to a pharmacy entity;

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a patient entity relationally linked to a recommended product entity;
a patient entity relationally linked to a request/response entity;
a pharmacist entity relationally linked to a pharmacy entity;
a pharmacist entity relationally linked to a request/response entity;
a request/response entity relationally linked to a request type entity;

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a prescription entity relationally linked to a drug entity;
a prescription entity relationally linked to a refill order entity;
a prescription entity relationally linked to a physician entity;
a drug entity relationally linked to an educational module entity; and
an educational module entity relationally linked to a disease entity.

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47. A customer-centered pharmaceutical product and information distribution system comprising:

a customer terminal coupled to a network;
a pharmacy terminal coupled to the network;

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a third terminal selected from the group of an insurance provider terminal, a fiscally responsible party terminal, a physician terminal, a government agency terminal, a drug manufacturer terminal, and a flexible benefits operator terminal, the third terminal coupled to the network;

a server coupled to the network, the server having a site; and

- wherein the customer can access the site and perform at least one of the functions from the group of a maintain account function, a check refill status function, a view profile information function, a request information and view responses function, a request/order recommended products function, and a order refills function.
48. The system as claimed in claim 102, and wherein the customer accesses the site by entering a username and a password.
- 10 49. The system as claimed in claim 102, and wherein the customer can view a security policy of the site and a description of the benefits of using the site without accessing the site.
- 15 50. The system as claimed in claim 102, and wherein a hit counter is incremented when the customer accesses the site.
- 20 51. The system as claimed in claim 102, and wherein the customer can modify any of the information currently listed in their account profile including their email address and password when the customer performs the maintain account function.
- 25 52. The system as claimed in claim 102, and wherein the customer can check if their physician authorized refills that require approval by their physician before the customer can pick the refills up at the pharmacy when the customer performs the check refill status function.
- 30 53. The system as claim in claim 102, and wherein the customer can view any of the information currently listed in their account profile including at least one of the group including conditions the customer has, allergies the customer has, recommendations made to the customer by their pharmacist, prescription profiles, and educational content recommended to the customer by their pharmacist when the customer performs the view profile information function.

54. The system as claimed in claim 108, and wherein the customer can view details of a prescription that may treat the conditions and allergies the customer has.
- 5 55. The system as claimed in claim 108, and wherein the customer can view any products recommended by their pharmacist when the customer views the recommendations made to the customer by their pharmacist.
- 10 56. The system as claimed in claim 110, and wherein the customer can choose to pick up at least one of the any products from the pharmacy and then submit the request for the pick up when the customer performs the request/order recommended products function.
- 15 57. The system as claimed in claim 110, and wherein the customer can choose to buy at least one of the any products on-line and have the at least one of the any products delivered when the customer performs the request/order recommended products function.
- 20 58. The system as claimed in claim 108, and wherein the customer can correctly answer a question about the educational content recommended by their pharmacist without viewing educational material.
59. The system as claimed in claim 113, and wherein the customer views the educational material if the customer does not answer the question correctly.
- 25 60. The system as claimed in claim 108, and wherein the customer's pharmacist recommends educational content to educate the customer on prescription drugs or treatments prescribed to the customer.
- 30 61. The system as claimed in claim 102, and wherein the customer can communicate with their pharmacist via the network when the customer performs the request information and view responses function.
62. The system as claimed in claim 116, and wherein the customer can view responses from their pharmacist.

63. The system as claimed in claim 116, and wherein the customer can submit new questions to their pharmacist.
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64. The system as claimed in claim 102, and wherein the customer can order refills of their prescriptions using the site when the customer performs the order refills function.
- 10 65. The system as claimed in claim 119, and wherein the customer can specify a data and time for pickup of the refill from a pharmacy.
66. The system as claimed in claim 119, and wherein the customer can submit a request to their physician for authorization of a refill request if the prescription is expired.
- 15 67. A customer-centered pharmaceutical product and information distribution system comprising:
a customer terminal coupled to a network;
a pharmacy terminal coupled to the network, the pharmacy terminal coupled to a pharmacy management system having a database;
- 20 a third terminal selected from the group of an insurance provider terminal, a fiscally responsible party terminal, a physician terminal, a government agency terminal, a drug manufacturer terminal, and a flexible benefits operator terminal, the third terminal coupled to the network;
a server coupled to the network, the server having a site; and
- 25 wherein a pharmacist operating the pharmacy terminal can access perform at least one of the functions from the group of a view and respond to prescription drug customer questions function, a review quiz results function, a view refill requests function, a maintain prescription drug customer profile function, a maintain prescription drug customer accounts function, a receive updated recommended product defaults function.